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### Who were the biggest winners and losers of the 'G8 dementia summit'? An online survey

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## Who were the biggest winners and losers of the 'G8 dementia summit'? An online survey

### Abstract

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## Poster Abstracts

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Topic: Awareness and Stigma

### WHO WERE THE BIGGEST WINNERS AND LOSERS OF THE 'G8 DEMENTIA SUMMIT'? AN ONLINE SURVEY.

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**Objectives:** The G8 summit on dementia ("#G8dementia") was much promoted 'to put dementia on top of the world agenda'.

In the absence of any previous published research, this study was conducted to gauge views of members of the public about this event.

**Methods:** An online "SurveyMonkey" survey, with respondents invited from a Twitter account with around 12000 followers. The survey could only be completed once. There were 97 respondents, with numbers of responses to individual items ranging from 64 to 97.

**Results:** Most had witnessed #G8internet on the internet (66%) ( $n = 97$ ), but many did not think the summit was a "game changer" (53%) ( $n = 91$ ). The majority thought the subject matter was significant (82%) ( $n = 91$ ). In terms of language, the respondents were consistent in *not* viewing the response against dementia as a "fight" (61%), a "war" (84%) a "battle" (71%), an "epidemic" (69%), or "turning the tide" (56%) [ $n$  ranging from 83 to 87]. Despite the extensive media coverage of #G8 dementia, 69% of respondents "*did not feel excited about the world or country's response to dementia*" ( $n = 87$ ).

Responses from the sample further indicated that the pharmaceutical industry, large charities and corporate finance overall were perceived to have benefited the most from #G8dementia, but carers including unpaid caregivers, small charities and persons with dementia conversely did not.

**Conclusion:** Results taken cumulatively suggest a consistent public impression of who "called the shots", and who benefited, from #G8dementia.

**References:** George, D.R., Whitehouse, P.J., Ballenger, J. (2011) The evolving classification of dementia: placing the DSM-V in a meaningful historical and cultural context and pondering the future of "Alzheimer's", *Cult Med Psychiatry*, 2011 Sep;35(3):417-35.

Zeilig H. (2014) Dementia as a cultural metaphor, *Gerontologist*, 54(2), pp. 258-67.

**Disclosure of Interest:** None Declared

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